

## **Virginia Green...** **Based on 3 Principles**

- 1. Virginia's Natural Resources are its #1 Tourism Attraction!** The natural beauty of our beaches, mountains, and clean water is what brings people to Virginia.
- 2. Visitors to Virginia are increasingly more Environmentally-Aware.** And they care about the environment — even while on vacation!
- 3. "Green" can actually mean \$Green\$!** Virginia Green supports the use of practical measures which help the environment AND reduce costs!



**Virginia Green** is sponsored in partnership by:

Virginia Dept. of Environmental Quality



Virginia Tourism Corporation



Virginia Hospitality & Travel Association



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**Virginia Coastal Zone**  
MANAGEMENT PROGRAM



**Virginia's Campaign  
to  
Promote  
Environmentally-  
Friendly  
Practices in ALL  
Aspects of Virginia's  
Tourism Industry!**



## Voluntary and Free!



Recognition & Assistance to participants.

Criteria and guidance for each sector of tourism.

All participants make commitments to

**Recycle** and **Reduce Energy** and **Water** consumption!

## Tourism Sectors

Lodging

Restaurants

Campgrounds

Golf Courses

Welcome Centers

Travel Organizations

Parks

Green Events

Rest Areas

Wineries

Attractions

Conference & Convention Centers

Trails

## Want to Become a **Virginia Green** participant?

Go to:

[www.deq.virginia.gov/p2/virginiagreen](http://www.deq.virginia.gov/p2/virginiagreen)  
and fill out the application and checklist that corresponds to your sector.

Questions? Contact:

[virginiagreen@deq.virginia.gov](mailto:virginiagreen@deq.virginia.gov) or  
[hammig@gwregion.org](mailto:hammig@gwregion.org)

The George Washington Regional Commission is a Partner Organization and can assist when applying to the **Virginia Green** Program.

Ph (540) 373-2890

Contact: Laurel Hammig  
[hammig@gwregion.org](mailto:hammig@gwregion.org)

## Plan Your **Green** Vacation!

Visitors to Virginia can *Go Green* by searching for Virginia Green participants on the *Virginia is for Lovers* website—

[www.virginia.org/green](http://www.virginia.org/green)

You can plan your entire environmentally-friendly vacation!



## **Benefits of joining**

Facilities who join Virginia Green are those who realize that Virginia's tourism industry is closely linked to our beautiful Natural Resources. We all receive many benefits from protecting our environment, but here are some benefits that come directly from participating in Virginia Green!

- Listed on Virginia Green website and searchable through Virginia is for Lovers ([www.Virginia.org/green](http://www.Virginia.org/green))
- Virginia Green Certificate for display at your facility
- Use of Virginia Green Logo
- Virginia Green profile of your facility
- Increase patronage by environmental groups and environmentally-aware Customers
- Save \$\$\$ through cost savings measures which also reduce pollution

